E-commerce in the Nordics

2025
SPRING



postnord

Welcome!

Welcome to the 2025 spring edition of PostNord's "Nordic E-commerce Report"! Here, you get an overview of the latest trends and developments in e-commerce in the Nordic region, including which delivery and payment options consumers in each country prefer.

E-commerce continues to be the primary driver of retail growth in the Nordic region. The uncertainty that characterizes international relations and global trade at the moment risk having a negative impact on e-commerce. At the same time, current events could potentially lead to the emergence of new trade routes and possibilities.

Nordic consumers are front runners when it comes to e-commerce. Just over 80 percent shop online at least once a month and over 70 percent have shopped from abroad in the past year.

The Nordic region is often seen as a single market where consumers are assumed to behave virtually the same regardless of country, but the fact is that we are both similar and different. For example, more than 60 percent of Finnish consumers prefer parcel locker delivery, which is a significantly higher proportion than in other Nordic countries.

Consumers in the Nordics continue to value sustainability – awareness is increasing, as is the demand for sustainable solutions when shopping online. At PostNord, we are ready to help e-tailers and consumers with sustainable transport and delivery options.

I hope you will find the reading interesting and inspiring. Do you want to know how we can help you succeed in the Nordic e-commerce market? Go to the final page and get in touch!



Kind regards,

Annemarie Gardshol
President and Group CEO, PostNord

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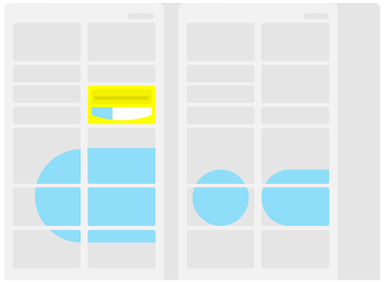
About the report

The data presented in this report is based on consumer surveys conducted in Sweden, Norway, Finland, and Denmark. The surveys were carried out in February and March 2025, and had 1,000 respondents aged 18–79 in Sweden, Finland, Norway, and Denmark respectively.



E-commerce drives retail in the Nordic countries

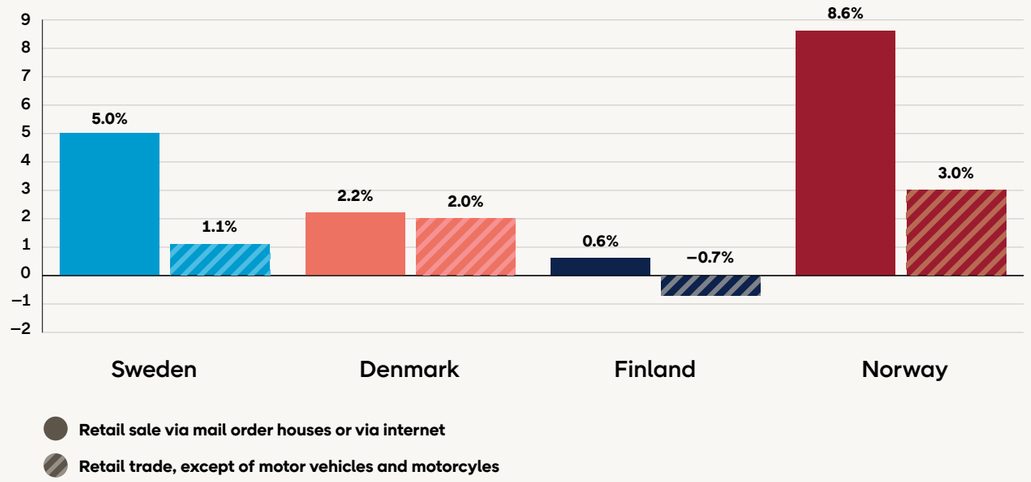
2024 was the year when e-commerce started to recover; compared to the year before e-commerce grew in all Nordic countries. In fact, e-commerce outperformed retail sales overall in the Nordics. This can be compared to 2023 when all countries had a negative development for e-commerce, except Norway where the e-commerce had zero growth.

Despite 2024 being a better year for e-commerce than 2023, there was still a lot of uncertainty in the world during the year, something that continues to affect the market in 2025. Global tensions have influenced both consumers and retailers and will continue to do so, making e-commerce a challenging market for retailers to navigate.

Among the main uncertainties are how the global tariffs will be regulated and how they will impact the market. E-commerce is highly global, and tariffs and trade barriers can affect everything from supply chains to expansion possibilities for global retailers. One likely effect is that the European market becomes more important to European retailers and consumers.

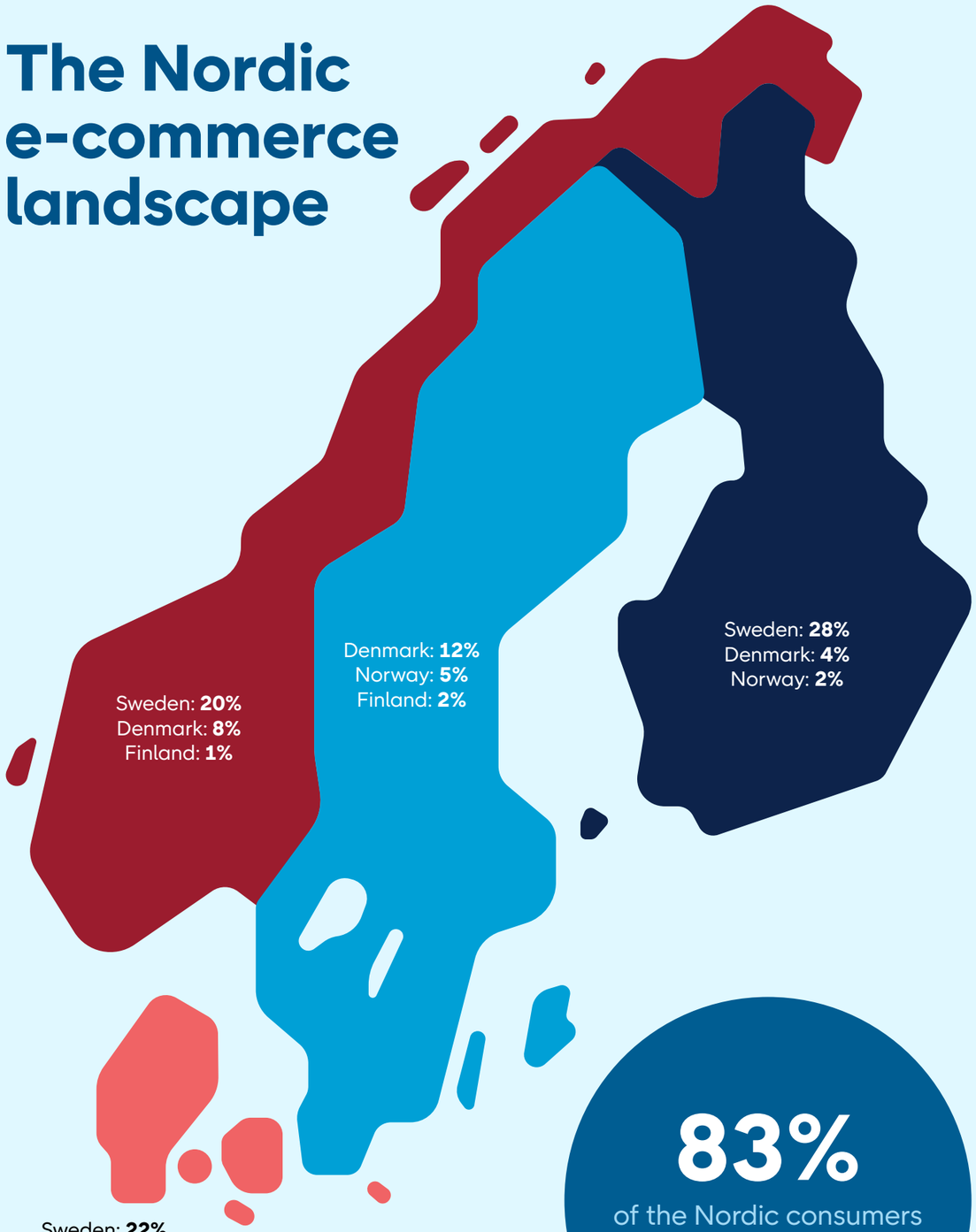


Positive outcome for e-commerce in 2024



Source: Eurostat, E-barometern annual report 2024, HUI Research

The Nordic e-commerce landscape



83%

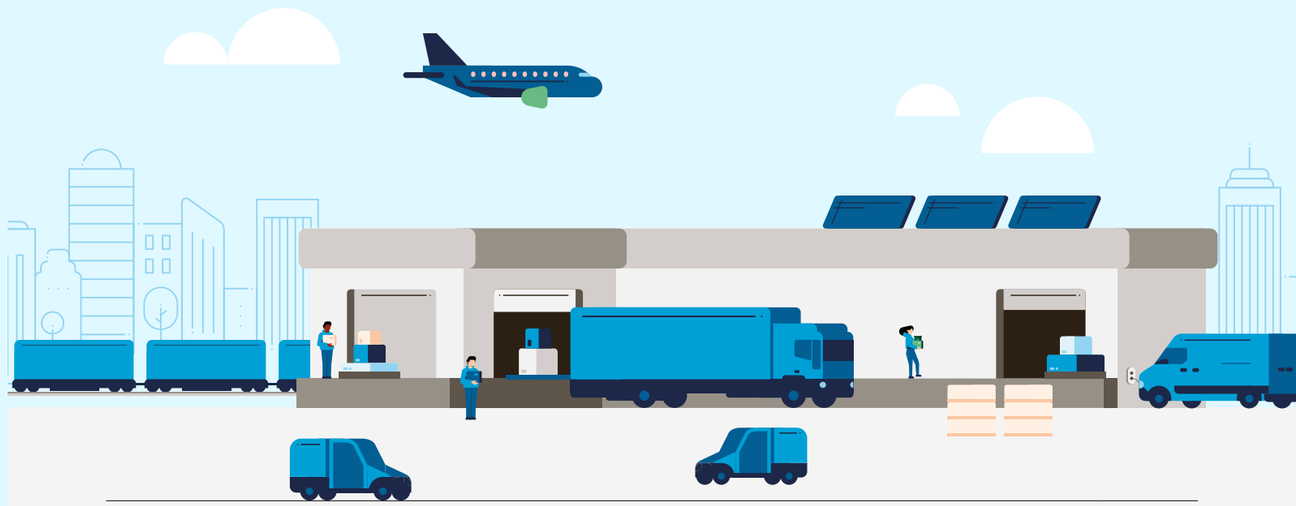
of the Nordic consumers have shopped online during the last 30 days (82% 2024)

Nordic e-commerce behaviour

The Nordic consumers are highly digital and keen on online shopping, something that reflects on their online behaviour. More than eight out of ten consumers in the Nordics shop online at least monthly. Furthermore, the consumers are very international in their online shopping, and more than 70 percent have made a purchase online from abroad during the last year. Sweden is the Nordic country which is most popular to shop from among the other Nordic countries.

In general, consumers tend to shop the most from the same categories abroad as they do domestically.

At the top of the list are clothes and shoes, home electronics as well as beauty and health. However, the types of products bought within these categories differ, as well as the price levels. For instance, home electronics is a popular category for both domestic and international shopping. However, while cellphones are more commonly purchased from domestic retailers, headphones can often be bought from abroad. Furthermore, many Nordic consumers shop from China, where products are often cheaper than similar products bought from the Nordic countries.



Have shopped online during the last 30 days	83%
Most common delivery method: service point	32%
Most common payment method: credit card	24%
Have made a return during the last three months	29%
Have made an online purchase from abroad during the last year	73%
Have bought second-hand items online during the last month	32%

The Nordic e-commerce landscape

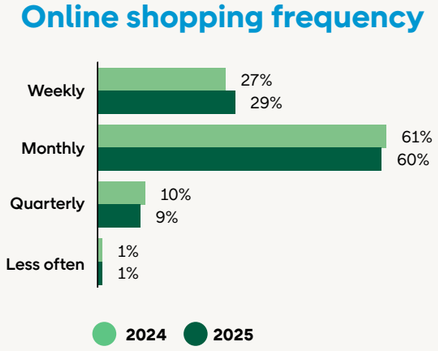
Sweden

Recent online shopping

88%

of Swedish consumers have shopped online during the last 30 days (88%)

Online shopping frequency



Common shopping habits

Top 3 product categories

1. Clothes & footwear **31%** (32%)
2. Beauty & health **21%** (20%)
3. Groceries **13%** (9%)

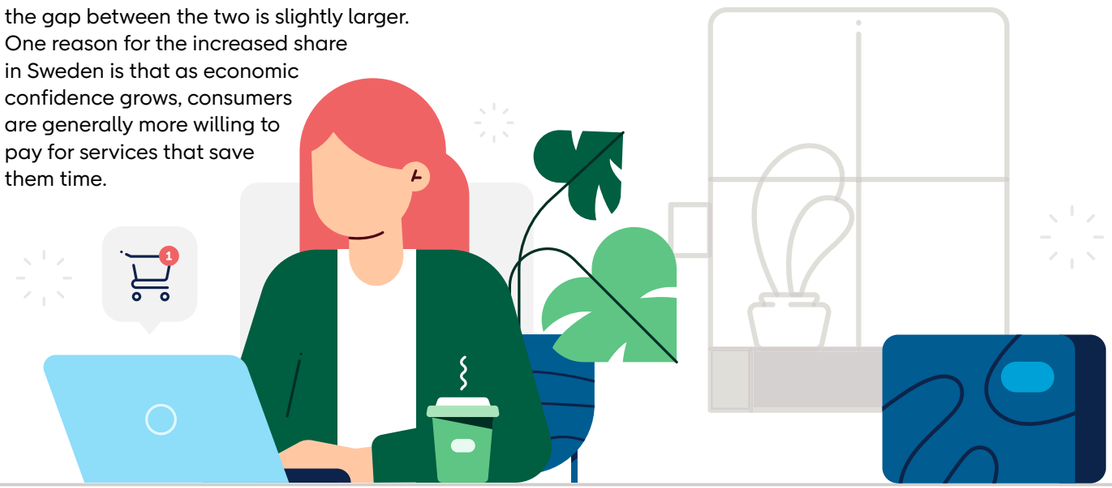
Results for 2024 are presented in parentheses

Swedish online shopping behaviour

Overall, Swedes have become more frequent online shoppers compared to last year. With the Swedish economy strengthening during last year, consumer confidence is increasing, which is one explanation for Swedes' increased online shopping frequency.

Swedish consumers shop online more frequently than in 2024, and online shopping is a more common activity in Sweden than in any other Nordic country. One explanation is that the Swedish consumers' economy strengthened during last year, which is starting to increase both consumer purchasing power and confidence. With higher disposable incomes, Swedes are more willing to spend money on both essential and everyday online purchases.

Sweden is the only Nordic country where groceries rank among the top three most bought product categories online. However, groceries and home electronics are closely tied as the third most purchased product category in Sweden – a pattern also seen in Denmark and Finland. In Norway, however, the gap between the two is slightly larger. One reason for the increased share in Sweden is that as economic confidence grows, consumers are generally more willing to pay for services that save them time.



International e-commerce

Swedes shop online from abroad less frequently than their Nordic neighbours. Sweden's more mature e-commerce market offers a wider selection of domestic options, reducing the need for cross-border purchases.

While monthly shopping remains the most common frequency for international purchases, the distribution is more evenly spread than domestic online shopping. One reason to why Swedish consumers shop less from abroad than other Nordic consumers is the weak Swedish currency. Another reason is that Sweden has the most mature and largest e-commerce market in the Nordics, reducing the need for consumers to shop from abroad.

When shopping from abroad, an increasing proportion likes to shop from Amazon, while both Temu and Zalando have decreased in popularity since 2024. This suggests that consumers are shifting their focus from the lowest price to other factors such as shorter delivery times. One explanation to this is an increasing purchasing power due to a more positive economic outlook.

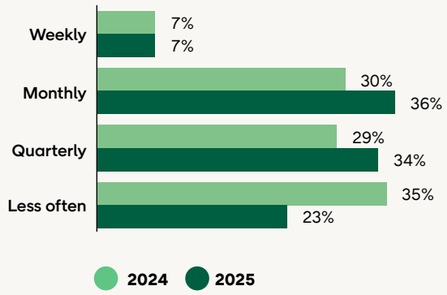
* During the last year, comparable numbers are missing due to rephrasing of question
** Top three marketplaces during the last three months

International online shopping

64%

of Swedish consumers have shopped online from abroad during the last year*

International online shopping frequency



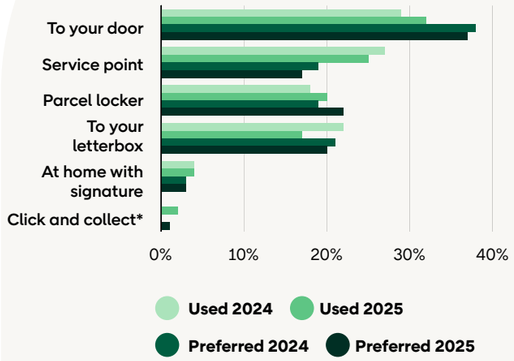
Most popular marketplaces and countries to shop from online

Top 3 marketplaces**		Top 3 countries*	
Amazon	**34%** (32%)	**China**	**28%**
Zalando	**27%** (30%)	**Germany**	**18%**
Temu	**23%** (28%)	**Denmark**	**12%**

Results for 2024 are presented in parentheses

Sweden

Used and preferred delivery methods

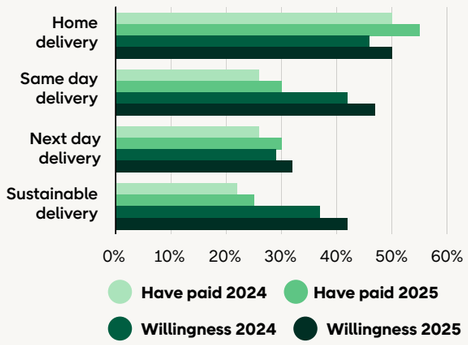


57%
of Swedish consumers paid for the delivery of their latest online purchase (54%)

37%
of Swedish consumers prefer to receive their home deliveries on weekdays during the day (40%)

Results for 2024 are presented in parentheses

Willing to pay/Have paid for deliveries



Deliveries

Swedes prioritise convenience and comfort in deliveries, favouring different types of home deliveries over service points and click and collect. They also value flexibility, with a growing willingness to pay for their preferred delivery options – home delivery being the most paid-for choice.

A lot of Swedes prioritise convenience, and for them, convenience equals flexibility. This is reflected in the Swedish consumers' preferred delivery methods. Delivery to the door is the most preferred choice among consumers, followed by parcel lockers and delivery to the letterbox. All these delivery methods allow consumers to pick up and receive parcels without having to consider such things as opening hours or being at home by the time of the drop of.

Swedes place high value on being offered different delivery options, with eight out of ten considering this a key factor when selecting an online retailer. Additionally, the willingness to pay for preferred delivery methods has risen, as has the share of those who have done so. One reason is the improved economy, making consumers more inclined to pay for additional services that are more nice-to-have than need-to-have.



* New answer option as of 2025

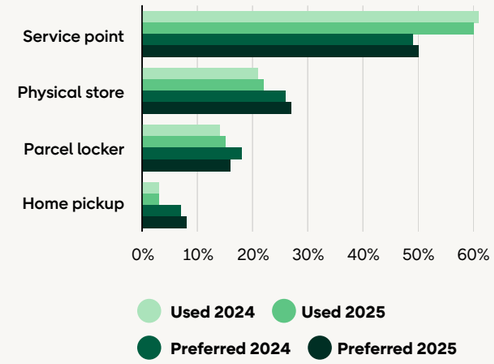
Returns

Just like last year, Swedes favour service points for returns. Furthermore, in-store returns have increased in popularity, and play a key role in the flexibility and convenience that the Swedish consumers ask for.

When returning items, Swedes prefer and most commonly use service points, a fact that has remained unchanged since last year. Interestingly, when comparing in-store returns with their delivery counterpart – click and collect – in-store returns continue to be more popular. One of the main reasons consumers favour in-store returns is speed, as they allow for quicker refunds and immediate exchanges when needed.

Despite the growing digitalisation of services, most returns in Sweden are still processed either fully physical or through a mix of physical and digital channels. The degree of digitalisation greatly depends on what solutions the retailers offer, and not all retailers offer fully digital solutions. Furthermore, different return methods require different levels of digitalisation. For returns in parcel lockers, some kind of digital aspect is always necessary.

Used and preferred return methods

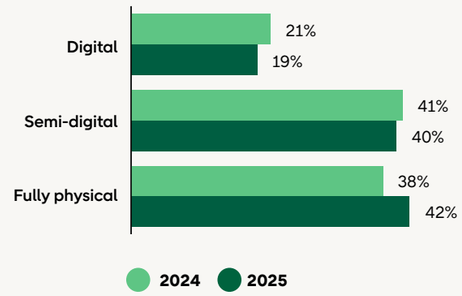


29%
of Swedish consumers have returned a product within the last three months (29%)

68%
of Swedish consumers think a clear return policy is important or very important when deciding where to shop from (67%)

Results for 2024 are presented in parentheses

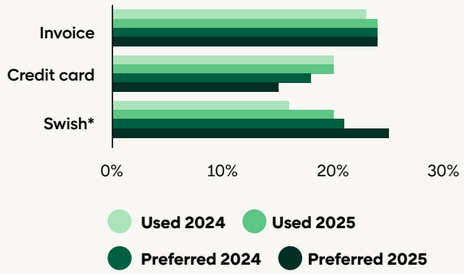
Degree of digitalisation – returns



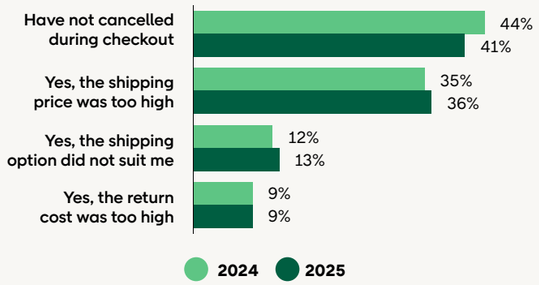
The Nordic e-commerce landscape

Sweden

Used and preferred payment methods during last purchase



Cancellation during checkout



46%
of Swedish consumers consider a smooth checkout important when deciding where to shop from (45%)

Results for 2024 are presented in parentheses

Payments

Swedes favour invoice payments, setting them apart in the Nordics. Order cancellations are rising slightly, mainly due to high shipping costs, highlighting the important balance between willingness to pay and price sensitivity. A smooth checkout is expected and is no longer a key differentiator.

In Sweden, paying with invoice is the most used payment method, making it the only Nordic country where invoice payments rank among the top three payment options. The broad use of Klarna in Sweden is an important reason to the dominance. However, Swish remains the preferred method, with a growing popularity.

At checkout, there has been a slight increase in order cancellations, with the most common reason being high shipping costs. In the Nordic region, Swedes are the most likely to cancel a purchase if the shipping options do not meet their needs, suggesting that delivery methods are a key factor in their decision-making process.

Although Swedes demonstrate a willingness to pay for deliveries, the fact that high shipping costs are the main reason for order cancellations shows that they are also price-sensitive – highlighting a delicate balance between delivery preferences and cost.



* Swish (SE), Vipps (NO) and MobilePay (FI, DK) are app-based mobile payment services

Circular e-commerce

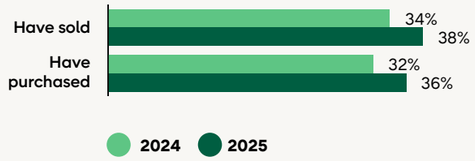
Second-hand shopping is gaining momentum in Sweden with both buyers and sellers becoming more active. While saving money is still the main reason for shopping second-hand, interest in unique styles and environmental impact is playing a bigger part compared to last year, signalling a shift in consumer priorities and drivers.

Swedes are engaging in second-hand shopping more than last year with both buying and selling activity increasing. This aligns with the broader societal shift towards second-hand consumption, driven by a growing interest in sustainability, affordability, and unique fashion choices.

Price remains the primary reason for purchasing second-hand goods, but its influence has declined compared to last year, which could partly be explained by improved economic conditions.

Sustainability and style have gained importance, suggesting a shift in consumer motivation as a larger proportion of Swedes are now choosing pre-owned items not just for cost savings, but also for sustainability reasons.

Second-hand shopping online during the last month

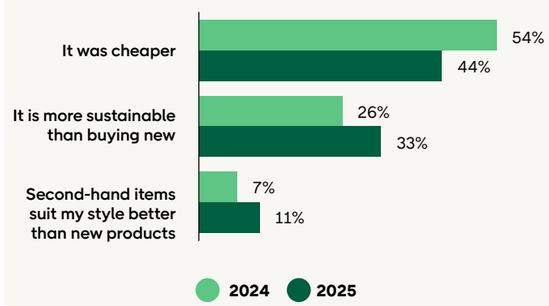


Most popular second-hand categories

1. Clothes & footwear **56%** (55%)
2. Home electronics **10%** (10%)
3. Books & media **9%** (8%)

Results for 2024 are presented in parentheses

Most common reasons for buying second-hand



The Nordic e-commerce landscape

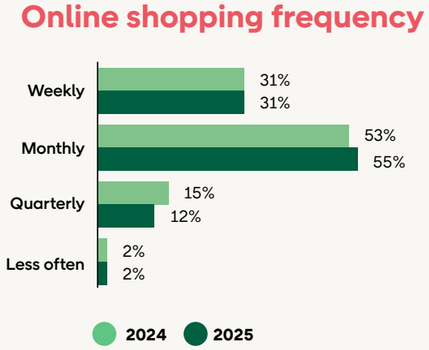
Denmark

Recent online shopping

81%

of Danish consumers have shopped online during the last 30 days (80%)

Online shopping frequency



Common shopping habits

Top 3 product categories

1. Clothes & footwear **34%** (38%)
2. Home electronics **14%** (13%)
3. Beauty & health **12%** (9%)

Results for 2024 are presented in parentheses

Danish online shopping behaviour

Online shopping is growing in Denmark, with slightly more Danes making monthly purchases than before. However, overall shopping habits remain stable, and while clothing and footwear are still the top category, its popularity is declining.

The top product categories are strongly shaped by gender-specific preferences, with the exception of clothing and footwear, which is popular among both genders. Home electronics are primarily purchased by men, while beauty and health products are more commonly bought by women. Overall, women's online shopping tends to focus more on self-care, while men's online shopping is more oriented towards functionality and entertainment.

When Danes place an order, the ability to choose a preferred pickup location is highly important. An increasing number of Danes consider it a key factor when shopping online, increasing from 76 percent last year to 79 percent this year. Another factor gaining importance is price. There has been a slight increase in the share of Danes who strive towards finding the lowest price possible when choosing where to shop from. Danish and Norwegian consumers are now the most price sensitive consumers in the Nordic region when it comes to selecting online retailers.



International e-commerce

Denmark's share of consumers shopping online from abroad is the highest among the Nordic countries, and the shopping frequency from abroad has remained stable since 2024.

The Danes are enthusiastic online cross-border shoppers, and their activity has increased slightly compared to last year. The weekly international purchases have grown modestly, while shopping from abroad on a monthly basis remains the most common frequency.

Germany is the most popular country for Danes to make their online purchases from. One reason is that Germany is geographically close to Denmark, and that the German market is significantly larger than the Danish market.

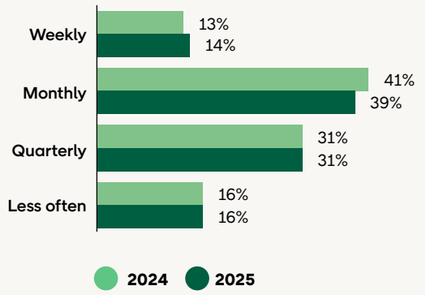
Second and third most popular countries are Sweden and China, which suggests a price-conscious Danish consumer behaviour. Cross-border shopping from Sweden to Denmark is partly driven by favourable exchange rates that make Swedish products relatively cheaper. Sweden's dominance as the largest market in the Nordics is another reason to this. Popular international platforms like the Chinese marketplace Temu further reflect the Danish interest in low-prices and large selections of goods.

International online shopping

77%

of Danish consumers have shopped online from abroad during the last year*

International online shopping frequency



Most popular marketplaces and countries to shop from online

Top 3 marketplaces**		Top 3 countries*	
Zalando	**35%** (35%)	Germany	**35%**
Temu	**26%** (22%)	Sweden	**31%**
Amazon	**23%** (20%)	China	**28%**

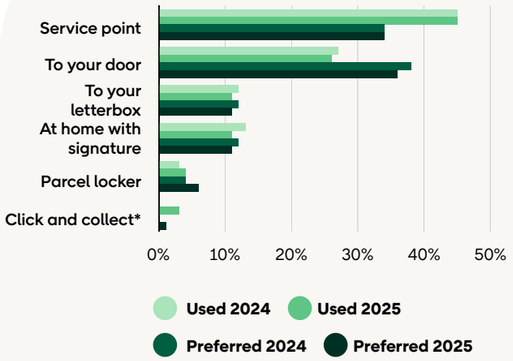
* During the last year, comparable numbers are missing due to rephrasing of question
** Top three marketplaces during the last three months

Results for 2024 are presented in parentheses

The Nordic e-commerce landscape

Denmark

Used and preferred delivery methods

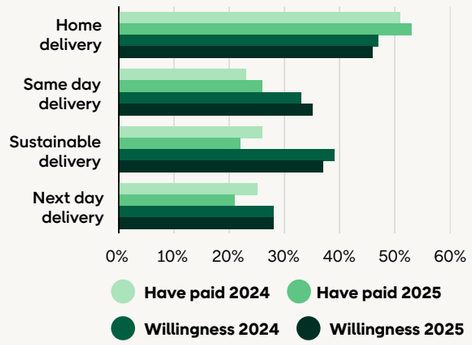


62%
of Danish consumers paid for the delivery of their latest online purchase (64%)

53%
of Danish consumers prefer to receive their home deliveries on weekdays during the day (56%)

Results for 2024 are presented in parentheses

Willing to pay/Have paid for deliveries



Deliveries

In Denmark, service points are the most used delivery method, though home delivery remains the preferred choice. Additionally, home delivery is the delivery method that most consumers have paid extra for.

Danish consumers value convenience when getting their online orders delivered. Service point continues to be the most used delivery method, while home delivery remains the preferred choice. In 2025, parcel locker is the only delivery option that has grown in popularity since last year. The popularity is driven by their convenient locations near home, minimal queues, and longer access hours compared to service points – offering consumers greater flexibility and convenience.

Danish consumers are generally willing to pay for deliveries, but they are selective about which types they find worth the cost. In general, they show a stronger preference towards paying for convenience-based options over other alternatives. Home deliveries and same day deliveries have increased in popularity since last year, highlighting a shift in Danish consumer expectations toward speed and convenience.



* New answer option as of 2025

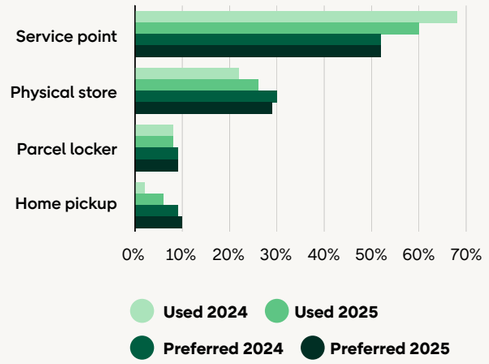
Returns

When it comes to returns, Danish consumers value convenience. In-store returns are increasing in popularity, while online resellers are pushing digital solutions.

Danish consumers use and prefer service points when returning their online orders, an alternative that is widely provided by online retailers. Similar to Swedes and Finns, Danes show a stronger preference for physical in-store returns compared to last year. In-store returns allow consumers to process their returns faster, as they can get refunds and immediate exchanges when needed.

Danish consumers are increasingly moving away from traditional return options, and fully digital returns have seen the greatest growth compared to last year. Nearly 30 percent of women reported their latest return to be fully digital, in contrast, only 15 percent of men reported the same. One explanation to this is the fact that women shop clothes and footwear for a larger extent than men. Clothing and footwear retailers often have higher return rates compared to other industries, which creates a greater demand for seamless return solutions – such as fully digital options.

Used and preferred return methods

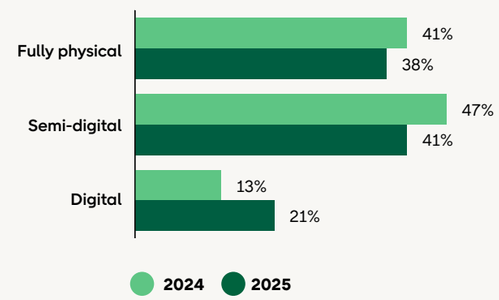


32%
of Danish consumers have returned a product within the last three months (33%)

71%
of Danes think a clear return policy is important when deciding where to shop from (68%)

Results for 2024 are presented in parentheses

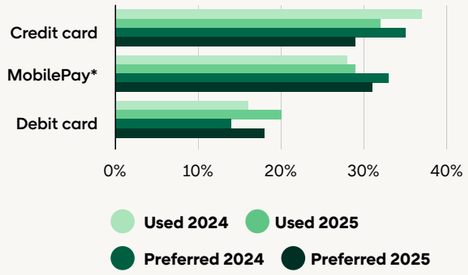
Degree of digitalisation – returns



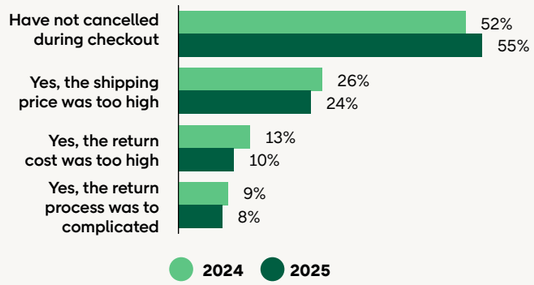
The Nordic e-commerce landscape

Denmark

Used and preferred payment methods during last purchase



Cancellation during checkout



49%
of Danish consumers consider a smooth checkout important when deciding where to shop from (47%)

Results for 2024 are presented in parentheses

Payments

In Denmark, credit card remains the most common payment method, but the popularity and usage have declined compared to last year. A seamless checkout process has gained some importance, but it is increasingly becoming a basic expectation rather than a distinguishing feature.

Among the top three payment methods, only debit card has increased in both popularity and usage – largely due to the widespread use of Denmark's Dankort. Its recent integration with Apple Pay may explain the rise, as consumers might perceive it as a debit card transaction rather than a mobile payment. This reflects the value consumers place on flexibility and the ability to use familiar payment methods via modern digital platforms.

Younger consumers tend to be more impulsive and price-sensitive during checkout. Order cancellations at checkout are rarer among older age groups and more common among younger consumers. Two out of three aged 18–29 and one in two aged 30–49 have cancelled an order during checkout. One explanation is that younger consumers abandon their shopping cart due to deal-hunting, while older shoppers tend to be less active but more deliberate and committed at checkout once they place an online order.



* Swish (SE), Vipps (NO) and MobilePay (FI, DK) are app-based mobile payment services

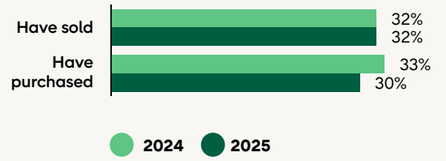
Circular e-commerce

In Denmark, there is no increase in the share of consumers that have purchased or sold second-hand items. Clothing and footwear dominate the second-hand market, showing a continued demand for pre-owned fashion.

The relatively cool interest in second-hand goods in Denmark contrasts with the broader trend towards sustainability and reusing goods to a greater extent. Denmark is also the only Nordic country in which online second-hand purchases have declined since last year. This is partly due to a decreased interest from 30–49-year-olds, who have become more frequent international e-commerce shoppers during the same period.

Sustainability and low prices are the top reasons for shopping second-hand products in Denmark. Younger consumers increasingly shop second-hand because they think it is more sustainable than buying new products. Additionally, their familiarity with digital platforms makes online resale markets more accessible and appealing. In contrast, older consumers tend to shop second-hand products because they find it cheaper but are generally less active on the circular e-commerce market.

Second-hand shopping online during the last month

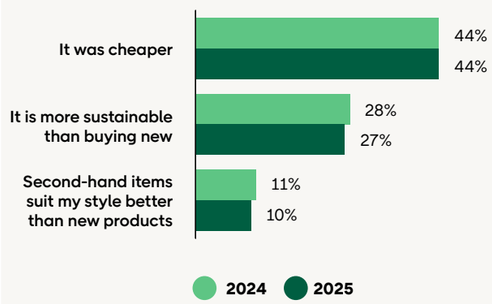


Most popular second-hand categories

1. Clothes & footwear **46%** (41%)
2. Home electronics **17%** (20%)
3. Furniture & interior decor **11%** (11%)

Results for 2024 are presented in parentheses

Most common reasons for buying second-hand



The Nordic e-commerce landscape

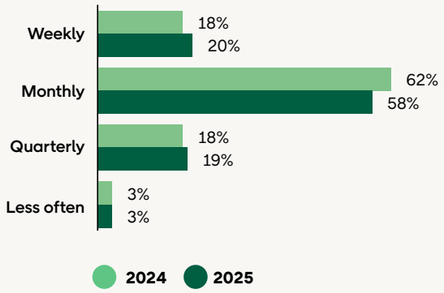
Finland

Recent online shopping

82%

of Finnish consumers have shopped online during the last 30 days (80%)

Online shopping frequency



Common shopping habits

Top 3 product categories

1. Clothes & footwear **34%** (31%)
2. Home electronics **14%** (12%)
3. Beauty & health **11%** (13%)

Results for 2024 are presented in parentheses

Finnish online shopping behaviour

Finnish consumers are becoming more frequent and convenience-driven online shoppers. Young Finns shop online more regularly than ever before, driving the development of e-commerce forward.

Overall, there has been little change in the share of consumers shopping online in the last 30 days, as well as the frequency of their shopping. However, there have been more notable changes in different age groups.

These changes are particularly noticeable among younger consumers, especially regarding how often they shop online. In 2025, 50 percent of the consumers aged 18–29 shop online weekly, compared to 33 percent in 2024. The fact that they shop online to a much broader extent this year compared to last year indicates that they are increasingly comfortable with and reliant on online shopping. Altogether, this points towards continuous growth in the Finnish e-commerce market.



International e-commerce

Finnish consumers are becoming more recurrent international shoppers. This aligns with the wide and growing interest for international online shopping in the Nordics.

Cross-border shopping is common in Finland, with three out of four Finns having purchased from abroad in the past year. More consumers are now shopping internationally on a weekly or monthly basis.

One explanation to why Finns are turning to international e-commerce platforms is that they are looking for lower prices. The two most popular countries to shop from, Sweden and China, both offer goods at a lower price point than what is often available in Finland. For Sweden, the weak Swedish currency means that Finns who want to shop in Sweden get more value for their money. In China, marketplaces such as Temu offer products at low prices as well as a large selection of items, which appeals to price-conscious consumers.

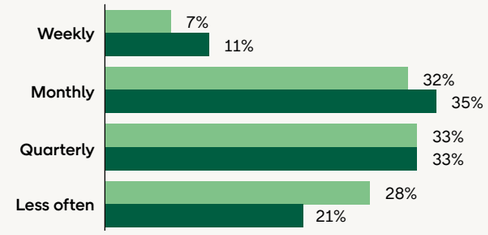
* During the last year, comparable numbers are missing due to rephrasing of question
** Top three marketplaces during the last three months

International online shopping

76%

of Finnish consumers have shopped online from abroad during the last year*

International online shopping frequency



Most popular marketplaces and countries to shop from online

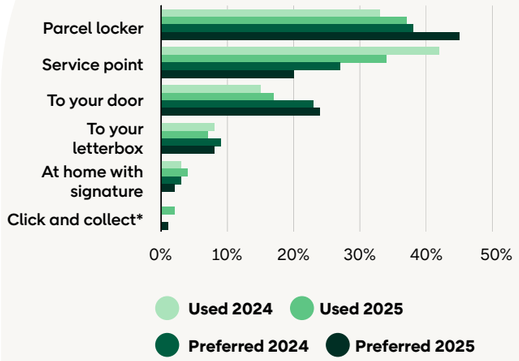
Top 3 marketplaces**		Top 3 countries*	
Zalando	**29%** (31%)	**Sweden**	**30%**
Temu	**25%** (24%)	**China**	**28%**
Amazon	**16%** (13%)	**Germany**	**27%**

Results for 2024 are presented in parentheses

The Nordic e-commerce landscape

Finland

Used and preferred delivery methods

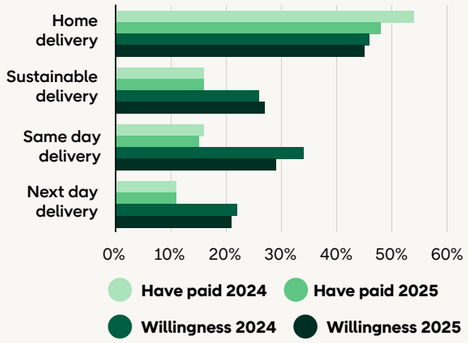


62% of Finnish consumers paid for the delivery of their latest online purchase (64%)

43% of Finnish consumers prefer to receive their home deliveries on weekdays during the day (40%)

Results for 2024 are presented in parentheses

Willing to pay/Have paid for deliveries



Delivery

Finnish consumers value flexible and efficient deliveries when shopping online. Finland has embraced self-service pickup points and use parcel lockers to a higher extent than any other Nordic country.

In Finland, parcel locker delivery is both the most used and the preferred delivery method. In many ways, Finns and parcel lockers are a perfect match, as the reasons why they choose a delivery method align perfectly with what parcel lockers offer. They are convenient to visit while running errands, usually located near home or work and eliminate the need to wait in line. In short, parcel lockers deliver on the aspects of flexibility and efficiency that Finnish consumers value.

An increased demand for parcel lockers combined with Finnish consumers becoming more cost-conscious when shopping online, have resulted in a declining willingness to pay for faster deliveries and home delivery services. The share of Finns opting for paid home delivery has dropped from 54 percent in 2024 to 46 percent in 2025. Meanwhile, the interest in sustainable deliveries is growing. However, few are willing to pay for it, revealing a gap between intent and action.



* New answer option as of 2025

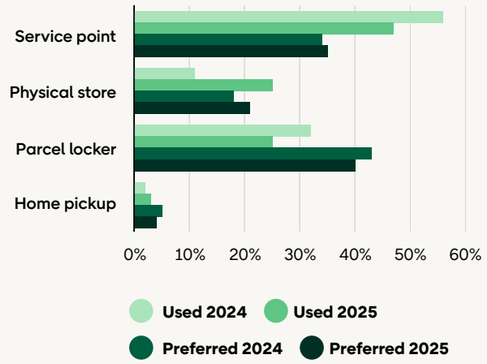
Returns

Finnish consumers prioritise convenient return options, with parcel lockers and service points being the most popular methods.

Close to 50 percent of the Finns used a service point for their latest return in 2025. However, the favoured way for both receiving and returning online orders is through parcel lockers, which is unique to Finland. Parcel deliver providers are continuing to invest in the parcel locker network, which allows Finnish consumers to both pick up and return their parcels on their own terms.

However, in-store returns are gaining popularity. Among consumers who have made a return during the last three months, 40 percent returned the item in-store, which is an increase by 12 percentage points since 2024. This suggests a growing trend towards omnichannel shopping, where consumers are increasingly blending their online and offline shopping experiences. By returning products in-store, they can avoid shipping fees and receive immediate refunds.

Used and preferred return methods

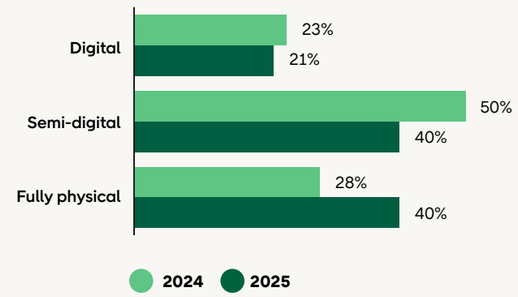


26% of Finnish consumers have returned a product within the last three months (25%)

65% of Finns think a clear return policy is important when deciding where to shop from (68%)

Results for 2024 are presented in parentheses

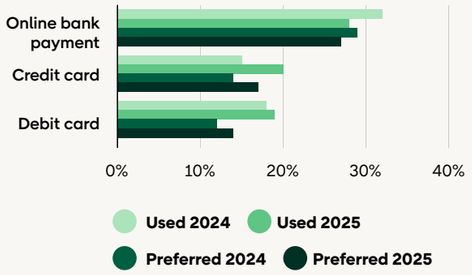
Degree of digitalisation – returns



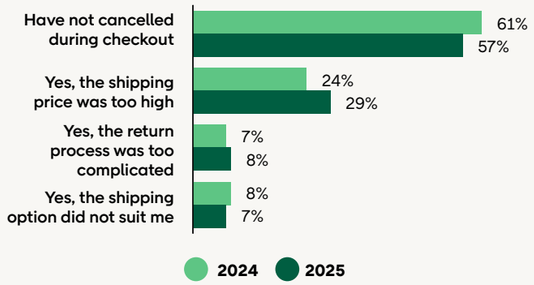
The Nordic e-commerce landscape

Finland

Used and preferred payment methods during last purchase



Cancellation during checkout



42%
of Finnish consumers consider a smooth checkout important when deciding where to shop from (42%)

Results for 2024 are presented in parentheses

Payments

Finnish consumers prefer to use online bank payment when shopping online, but it is declining in popularity. This marks a shift in Finnish payment preferences, potentially resulting in a wider range of payment methods being used in the future.

Finns prefer online bank payments, but the popularity of other payment methods has increased since last year. For example, credit and debit cards as well as mobile payments, such as Google and Apple pay, have increased in popularity since 2024. This shift is driven by the older consumers losing interest in online bank payments. This trend could potentially result in a broader decline of usage for online bank payments over time.

In the Nordic context, Finns are the least likely to pay for home deliveries and fast deliveries. This, combined with the fact that one out of three Finns have cancelled an order during checkout in the last three months due to high delivery fees, suggests there is a narrow middle ground where willingness to pay and the delivery price align.



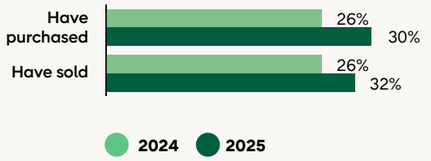
Circular e-commerce

Sustainable online shopping is becoming increasingly popular in Finland. More people are buying and selling used goods, and sustainability factors are gaining importance for Finnish consumers.

Finnish consumers are opting for second-hand online shopping to a higher extent in 2025 than in 2024. From a Nordic perspective, Finland had the lowest share of circular e-commerce in 2024, but it has since grown to match the proportion seen in Denmark. Sustainability is becoming an increasingly important reason for choosing second-hand items, and it is likely that the second-hand market continues to grow in the coming years.

There has also been a shift in the type of products consumers purchase second-hand. An increasing number of Finnish consumers bought home electronics, while less bought clothes and footwear, in 2025 compared to 2024. This suggests a growing acceptance of pre-owned tech products among Finns. One possible explanation is that the rising cost for new electronics, coupled with inflation, has made second-hand options more attractive for price sensitive Finns.

Second-hand shopping online during the last month

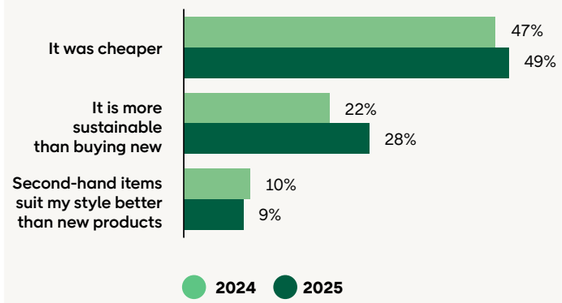


Most popular second-hand categories

1. Clothes & footwear **49%** (56%)
2. Home electronics **16%** (11%)
3. Books & media **13%** (13%)

Results for 2024 are presented in parentheses

Most common reasons for buying second-hand



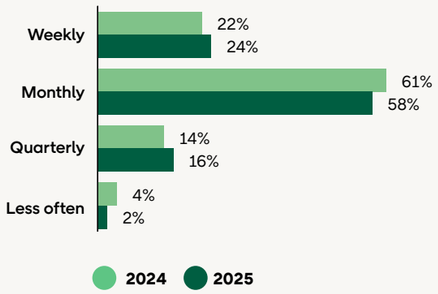
Norway

Recent online shopping

82%

of Norwegians have shopped online during the last 30 days (81%)

Online shopping frequency



Common shopping habits

Top 3 product categories

1. Clothes & footwear **35%** (35%)
2. Beauty & health **15%** (17%)
3. Home electronics **12%** (11%)

Results for 2024 are presented in parentheses

Norwegian online shopping behaviour

Norwegians enjoy flexibility when shopping online. They are frequent online shoppers who value being able to choose how to get their parcels delivered.

Overall, Norwegians have further embraced online shopping since last year. Slightly more consumers shop online, and they shop more often. The age group between 30 and 49 has the greatest share of consumers who shop monthly, and they have also increased their shopping frequency in 2025 compared to last year.

Norwegian consumers have shifted their focus towards greater flexibility while more traditional commercial factors have declined in importance. Since 2024, the share of Norwegians who value the ability to choose their preferred delivery method has increased significantly, rising from 69 percent to 77 percent in 2025. Meanwhile, the importance of well-known brands and free delivery has declined among Norwegian consumers.



International e-commerce

The online shopping habits among Norwegians are becoming increasingly international, suggesting that consumers are prioritising lower prices and a larger variety of goods.

Three out of four Norwegian consumers have shopped from abroad in the past year, with nearly four out of ten doing so monthly.

Marketplaces like Temu and Amazon are growing in popularity, and the number of consumers shopping from China remains consistently high. A key factor is the price sensitivity among Norwegian consumers. More than seven out of ten prioritise low prices when shopping online – a higher share than the Nordic average.

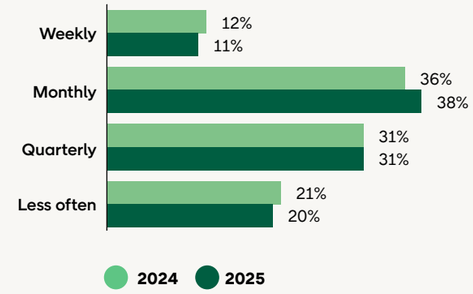
Sweden ranks as the second most popular country for online orders, offering a compelling alternative to domestic e-commerce. Its close geographical proximity, weaker currency, and competitive pricing allow Norwegian consumers to find affordable products without compromising on quality. Additionally, shorter and more reliable delivery times compared to e.g., Chinese e-commerce platforms further enhance Sweden's appeal as a shopping destination.

International online shopping

76%

of Norwegian consumers have shopped online from abroad during the last year*

International online shopping frequency



Most popular marketplaces and countries to shop from online

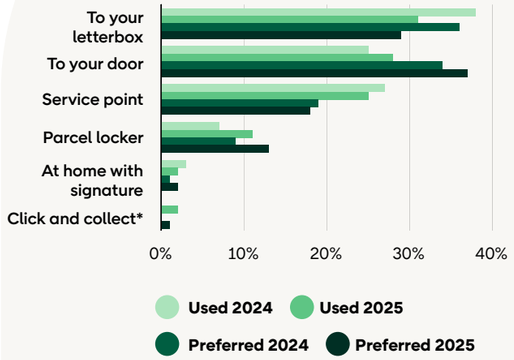
Top 3 marketplaces**		Top 3 countries*	
Temu	**41%** (36%)	**China**	**36%**
Zalando	**34%** (33%)	**Sweden**	**30%**
Amazon	**16%** (14%)	**USA**	**19%**

Results for 2024 are presented in parentheses

* During the last year, comparable numbers are missing due to rephrasing of question
** Top three marketplaces during the last three months

Norway

Used and preferred delivery methods

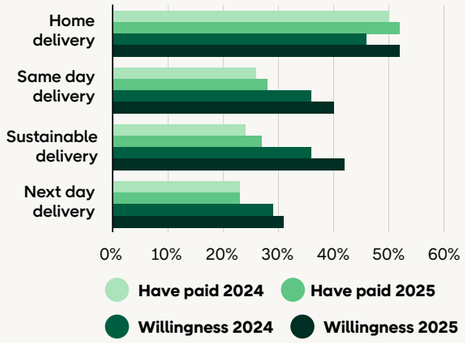


67%
of Norwegian consumers paid for the delivery of their latest online purchase (67%)

43%
of Norwegian consumers prefer to receive their home deliveries on weekdays during the day (44%)

Results for 2024 are presented in parentheses

Willing to pay/Have paid for deliveries



Delivery

When it comes to deliveries, Norwegian consumers value flexibility with an increasing preference for parcel lockers and home deliveries. They also show a growing willingness to pay for convenience.

Home delivery remains the most popular way to receive parcels in Norway. However, since 2024, parcel lockers have grown in popularity. This trend points to a preference for convenient pickup locations close to home, combined with the advantage of extended access hours, allowing consumers to collect parcels when it suits them.

Norwegians are willing to prioritise convenience and sustainability over cost. An increasing majority of consumers are willing to pay for deliveries that suit their preferences better. This is partly explained by a more positive economic outlook compared to last year, as well as a general growing interest in sustainable options.



* New answer option as of 2025

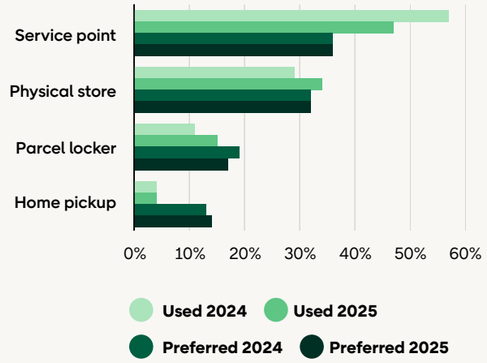
Returns

Norwegian shoppers are increasingly choosing to return their parcels in physical stores or parcel lockers compared to 2024. This suggests a consumer that values the flexibility of returning a good in-store while running errands, or outside regular opening hours using parcel lockers.

The growing use of physical stores and parcel lockers for returns suggests that Norwegians categorise return methods based on their routines. Physical stores are convenient when for example out shopping or after work, while parcel lockers are ideal for those staying closer to home. This indicates that Norwegians value return options that offer flexibility.

Besides flexibility, transparent return policies are important to the Norwegian consumers. Seven out of ten Norwegians consider a clear return policy to be key when deciding where to shop from, which is notably higher than the corresponding share for the other Nordic countries. This emphasises the importance of transparency in the shopping process, especially for Norwegian consumers.

Used and preferred return methods

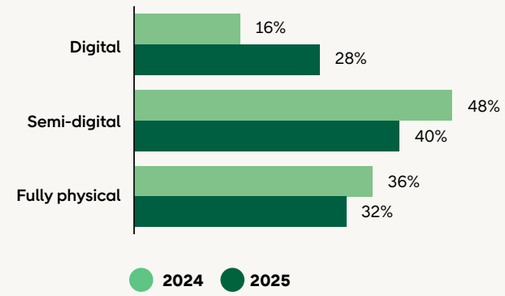


27%
of Norwegian consumers have returned a product within the last three months (29%)

71%
of Norwegians think a clear return policy is important when deciding where to shop from (68%)

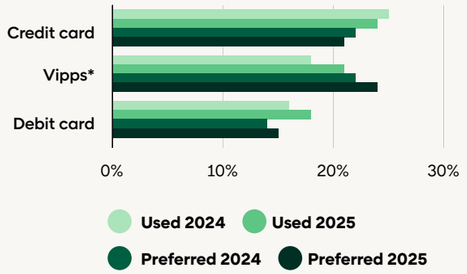
Results for 2024 are presented in parentheses

Degree of digitalisation – returns

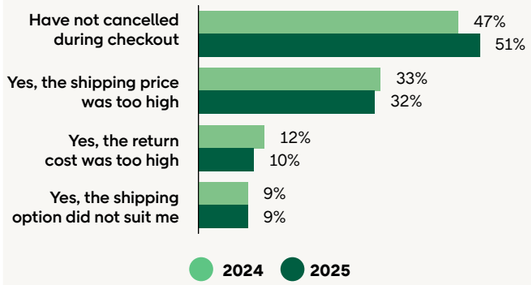


Norway

Used and preferred payment methods during last purchase



Cancellation during checkout



53%
of Norwegian consumers consider a smooth checkout important when deciding where to shop from (46%)

Results for 2024 are presented in parentheses

Payments

Norwegian shoppers continue to prioritise traditional payment methods such as credit card. Meanwhile, an increasing share of consumers prefer mobile solutions such as Vipps, compared to 2024.

Since 2024 there has been an increase in consumers using mobile solutions such as Vipps when shopping online. This indicates a growing demand for flexible payment options that allow for quick and smooth payment and checkout processes. Even though the use of Vipps has increased, there is still a dissonance between usage and preference. Preferability is stronger than usage, which signals further potential growth for the payment method.

A smooth checkout process is becoming increasingly important for Norwegian consumers, making it essential for online retailers to optimise every aspect of the checkout experience. Offering the preferred payment methods to the right consumer is one way to enhance the consumer experience.



* Swish (SE), Vipps (NO) and MobilePay (FI, DK) are app-based mobile payment services

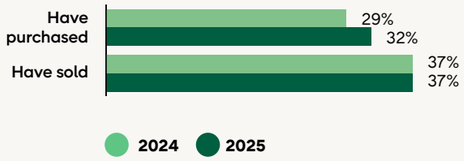
Circular e-commerce

The increasing second-hand market in Norway aligns with a broader Nordic trend, showing a growing preference for sustainability and cost-conscious shopping.

One third of the Norwegians have shopped second-hand, and almost one out of four have sold items in the last month, highlighting a growing shift towards circular consumption. This trend reflects a second-hand market driven by price-sensitive consumers, with 46 percent citing lower prices as their main reason for shopping second-hand. This suggests a focus on affordable and unique products that align with personal values of both sustainability and budget-consciousness.

In Norway, five out of ten consumers bought clothes and footwear as their most recent online second-hand purchase. Clothing dominates second-hand shopping for several reasons, mainly that the market for both new and used clothing is substantial. People generally also tend to buy clothes more frequently than other products, which also applies to the second-hand market.

Second-hand shopping online during the last month

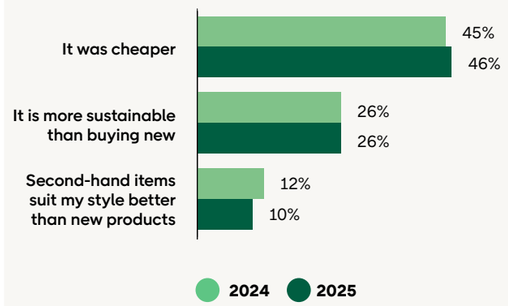


Most popular second-hand categories

1. Clothes & footwear **51%** (51%)
2. Home electronics **13%** (14%)
3. Furniture & interior decor **9%** (6%)

Results for 2024 are presented in parentheses

Most common reasons for buying second-hand



Global e-commerce

China strengthens its position as the Nordic consumers' favourite country to shop from



Germany

Share of consumers who made their latest e-commerce purchase from abroad from Germany

1. Denmark, **24%** (23%)
2. Finland, **18%** (21%)
3. Sweden, **17%** (14%)
4. Norway, **7%** (7%)

Top list of products bought by Nordic consumers

1. Clothes & footwear, **32%** (34%)
2. Home electronics, **14%** (13%)
3. Other, **13%** (14%)
4. Beauty & health, **10%** (6%)

China

Share of consumers who made their latest e-commerce purchase from abroad from China

1. Norway, **30%** (25%)
2. Sweden, **30%** (27%)
3. Finland, **22%** (19%)
4. Denmark, **21%** (19%)

Top list of products bought by Nordic consumers

1. Clothes & footwear, **37%** (37%)
2. Home electronics, **17%** (16%)
3. Other, **10%** (13%)
4. Sport & leisure and furniture & interior decor, **8%** (7%)

USA

Share of consumers who made their latest e-commerce purchase from abroad from the US

1. Norway, **9%** (9%)
2. Sweden, **8%** (7%)
3. Denmark, **5%** (3%)
4. Finland, **3%** (4%)

Top list of products bought by Nordic consumers

1. Clothes & footwear, **36%** (34%)
2. Home electronics, **16%** (10%)
3. Books & media, **11%** (15%)
4. Beauty & health, **10%** (12%)

European countries*

Share of consumers who made their latest e-commerce purchase from abroad from other European countries

1. Sweden, **24%** (28%)
2. Norway, **21%** (26%)
3. Denmark, **20%** (26%)
4. Finland, **18%** (21%)

Top list of products bought by Nordic consumers

1. Clothes & footwear, **36%** (34%)
2. Beauty & health, **13%** (14%)
3. Home electronics, **12%** (11%)
4. Sport & leisure, **8%** (8%)

Nordic consumers frequently shop online from abroad, with over seven out of ten doing so in the past year

Cross-border shopping has also increased. 48 percent are now buying monthly, compared to 44 percent last year. While favourite categories remain, purchases vary widely – evident in the "other" category being on the top lists of recent buys from China and Germany. Hobby items like yarn and sewing accessories are popular to buy from China, while pet supplies stand out from Germany.

China is the most common country to shop from, and compared to last year the country has further strengthened its position as the Nordic consumers' favourite country to shop from online. There are no differences between men and women; they shop from China to the same degree.

Furthermore, there are notable differences between age groups in their approach to shopping from China. Older consumers, 50+, are the most frequent shoppers from China and the interest in Chinese online shopping has increased in this age group since last year. However, fewer young consumers made their last purchase from the country. One explanation is that young consumers are often the first to adopt new trends, while older consumers generally take more time before trying something new.

Based on the Nordic consumers' latest e-commerce purchase from abroad, excluding the Nordics
Results for 2024 are presented in parentheses
* Europe excluding Germany and the Nordic countries

Nordic people are keen online shoppers but differ in key areas

The online shopping landscape in the Nordic countries shares similarities but also reveals notable differences in consumer behaviour. While most Nordic consumers shop online regularly, variations emerge regarding delivery preferences, payment methods and return habits. Each country has its own approach to cross-border shopping and second-hand purchases, reflecting evolving trends driven by local consumer priorities. Understanding these differences provides valuable insight into the diverse e-commerce environment in the Nordics.

The overwhelming majority of Nordic consumers shop online at least monthly, with Swedes showing the highest engagement. The differences between the Nordic countries, however, are most apparent when it comes to delivery methods. While no single delivery option dominates across all countries, service points – a well-established and efficient method – emerge as the most commonly used when looking at the overall picture.

Finland, in particular, has seen a remarkable rise in the use of parcel lockers – a relatively new delivery method that has become the most common in the country. Given its success, parcel locker adoption could expand further across the Nordics in the future.

Payment preferences also differ across the region. Sweden and Finland both have distinct dominant payment methods; invoice payments being the most common in Sweden, while online bank payments lead in Finland. In contrast, paying by credit card is the preferred method in Denmark and Norway, and on an aggregated level across the Nordics. These differences stem from the presence of strong local payment providers – Sweden's Klarna has made invoice payments the norm, Finland has several major online bank players, and Denmark's widely used debit card, "Dankort", is a market-specific feature unique to Denmark.

Cross-border shopping habits also vary in the region. Sweden has the lowest share of consumers who made a purchase from abroad in the past year, partly due to currency effects influencing purchasing decisions. Sweden is also the largest consumer market in the Nordics, attracting consumers from neighbouring Nordic countries with its wide assortment. This is one reason to why Sweden ranks in the top three most popular countries to online shop from in Denmark, Finland, and Norway.

Despite some similarities, the Nordic countries show significant differences in fundamental aspects of online shopping, such as payment and delivery methods. To appeal to all Nordic consumers, e-commerce companies must tailor their services to match the varying preferences in each country. This suggests that the Nordics may not be as homogeneous as often assumed – at least not when it comes to e-commerce habits.



Key e-commerce metrics across the Nordic countries



	Nordics	Sweden	Denmark	Finland	Norway
Shop online at least monthly	**84%** (83%)	**90%** (88%)	**86%** (83%)	**78%** (79%)	**83%** (83%)
Most common delivery method	Service point, **32%** (35%)	Home delivery to door, **32%** (29%)	Service point, **45%** (45%)	Parcel locker, **37%** (33%)	To letterbox, **31%** (38%)
Most common payment method	Credit card, **24%** (24%)	Invoice, **24%** (23%)	Credit card, **32%** (37%)	Online bank payment, **28%** (32%)	Credit card, **24%** (25%)
Have made a return during the last three months	**29%** (29%)	**29%** (29%)	**32%** (33%)	**26%** (25%)	**27%** (29%)
Have made an online purchase from abroad during the last year*	**73%**	**64%**	**77%**	**76%**	**76%**
Have made a second-hand purchase online during the last month	**32%** (30%)	**36%** (32%)	**30%** (33%)	**30%** (26%)	**32%** (29%)
Paid for their latest delivery	**62%** (62%)	**57%** (54%)	**62%** (64%)	**62%** (64%)	**67%** (67%)
Most important factor when choosing where to shop from	The possibility to choose pickup location, **77%** (75%)	The possibility to choose delivery method, **77%** (75%)	The possibility to choose pickup location, **79%** (76%)	The possibility to choose pickup location, **79%** (80%)	The possibility to choose delivery method, **77%** (69%)

Results for 2024 are presented in parentheses
* Comparable numbers are missing due to rephrasing of question

The Nordic return landscape

Returns are key to the shopping experience. While the Nordic return landscape is similar, preferences vary by country and whether purchases are domestic or international.

Consumers in all countries, except Finland, prefer using service points for returns, which is a return option commonly provided by most online players. Instead of service points, Finnish consumers prefer parcel lockers for returns. The parcel locker infrastructure is more widly implemented in Finland than in the other Nordic countries, which is one explanation to the difference.

Domestic returns are more common than international returns and are often seen as simpler since they tend to come with clear instructions and convenient return options, such as local drop-off points or in-store returns. In contrast, international returns often present more challenges, including higher shipping costs and longer processing times.

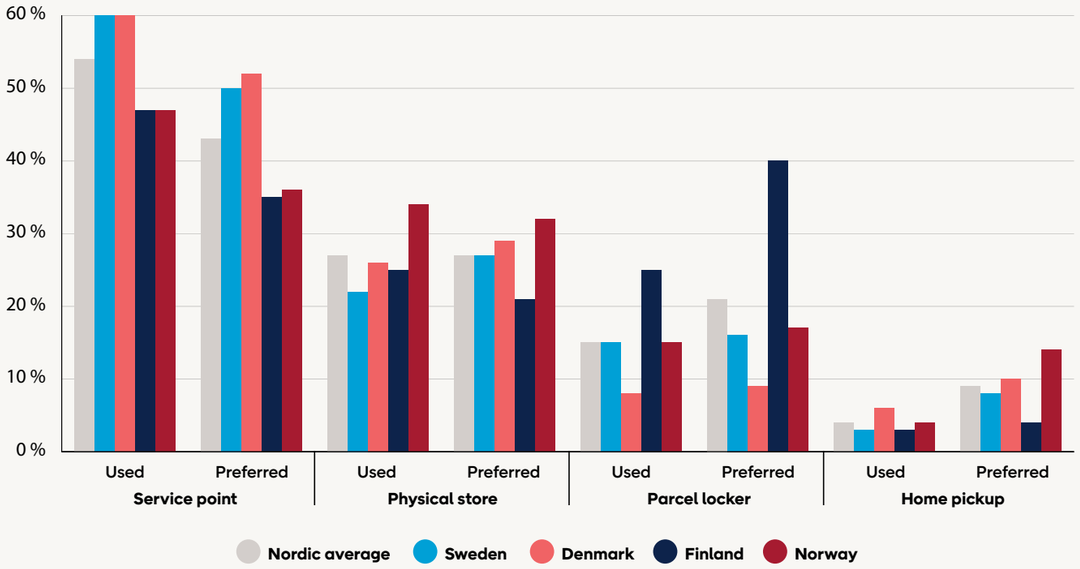
Despite 30 percent having returned an order in the last three months, more Nordic consumers struggle to find clear return information. This is partly due to the rise in international e-commerce, where return processes are often more complex and less familiar.

The international return landscape is complex. A large proportion of the goods purchased abroad in the Nordic countries come from another Nordic country, which makes smooth processes within the Nordic borders important. For example, Sweden is the most popular country to shop from for Finns, as well as the second most popular country for Norwegians and Danes. Sweden, as the largest country in the Nordics as well as the geographical centre, is therefore a natural and important logistics hub for returns taking place within Nordic borders.

Share of consumers who have returned an order in the last 3 months:

1. Denmark: 32%
2. Sweden: 29%
3. Norway: 27%
4. Finland: 26%

Used and preferred return methods across the Nordics



Sustainability – a complex but important matter

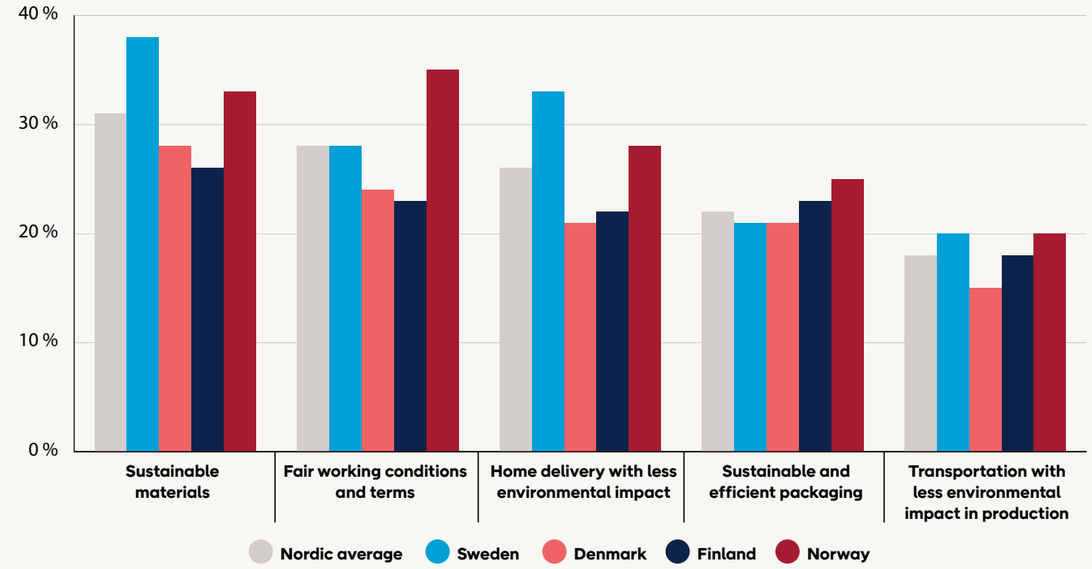
Overall, sustainability is very important to the Nordic consumers. Eight out of ten consumers are influenced by sustainability factors when shopping online, a slight increase compared to last year. However, the recent recession has made its mark on consumer behaviour, and the willingness to pay for sustainable options differs in the Nordics.

Generally, sustainable materials and fair working conditions are the most important sustainability factors to consumers in the Nordic region. Swedes, Danes, and Finns have an especially high interest in sustainable materials, whereas Norwegians prioritise fair working conditions to a higher degree.

During the last couple of years, the Nordic countries have had an economic recession. Tougher times are, among other things, associated with weakened household finances. Sustainable choices, such as buying goods made from sustainable materials and paying for deliveries with less environmental impact, often come with a higher price tag. However, the economic outlook has bettered, allowing Nordic consumers to focus on other factors than price, allowing sustainability to gain focus. This is especially true in Sweden and Norway, where the willingness to pay for sustainable deliveries has increased.

Sustainable behaviour can also be shown in the interest for second-hand shopping. Swedes lead the way and show the greatest increase in both purchasing and selling second-hand goods online. Finland is the only other country where both categories have grown, rising from the lowest engagement rates in the Nordics last year to more comparable levels in 2025. Additionally, more Finnish consumers now consider sustainability factors when shopping online, signalling a growing interest in more sustainable consumption.

Which factors concerning sustainability are most important when you shop online?



PostNord – a partner for e-commerce

PostNord exists to make everyday life easier. For consumers, this means flexibility, no matter where you are. For e-tailers and other senders from all over the world, we offer a simple and smooth route to the Nordic region and its 24 million consumers.

We prioritise sustainability in our offerings and operations, aiming for fossil-free transportation and operations by 2030. In 2023, PostNord Sweden was the first to achieve Nordic Swan Ecolabel certification for e-commerce logistics, reflecting our dedication to sustainability.

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